Amendments to and Listing of the Claims:

Please cancel claim 61, amend claims 1, 2, 6, 60, 62, 64 and 70-72 and add new claims 73-93 as follows:

1. (currently amended) A method of selectively inserting ~~unscheduled~~ advertisements into a programming stream ~~of television programming~~ at different receiving nodes of a communications network, said method comprising:

(a) transmitting [[a]] the programming stream ~~of television programming~~ from a central location to one or more receiving nodes;

(b) storing ~~unscheduled~~ advertisements at a node of said network, each advertisement being previously matched to one or more subscribers associated with one of said receiving nodes;

(c) storing one or more queues, each of said queues corresponding to a subset of said receiving nodes, said queues comprising an ordered list of advertisement resource locators (ARLs), each of said ARLs comprising data disclosing a location of a corresponding ~~unscheduled~~ advertisement;

(d) selling locations in said queues;

(e) determining, at each of said receiving nodes, one or more intervals in said programming stream within which advertisements may be inserted;

(f) responsive to said determination, retrieving from said queue corresponding to said receiving node one of said ARLs in accordance with said ~~order~~ ordered list, wherein the order of the ARLs in said ordered list is independent of the timing of the determined one or more intervals; and

(g) inserting said ~~unscheduled~~ advertisement corresponding to said retrieved ARL into said <u>programming</u> stream at said receiving node within said determined ~~interval~~<u>one or more intervals</u>.

2. (currently amended) The method of claim 1 <u>wherein said programming stream</u> includes indicators that identify the start of an avail in said <u>programming</u> stream for insertion of an advertisement, wherein step (e) includes detecting said indicators and wherein step (g) includes inserting said advertisement into said avail.

3. (previously presented) The method of claim 2 wherein said indicators further identify a duration of said avail and said ARLs further identify a duration of said corresponding advertisements.

4. (original) The method of claim 3 wherein said order of said ARLs in said queue is based at least partially on said duration of said advertisements relative to said duration of avails detected in said stream.

5. (previously presented) The method of claim 4 further comprising:

(h) determining at least one characteristic of a viewer of said television programming; and

(i) ordering said queue based at least partially on said at least one characteristic.

6. (currently amended) The method of claim 5 wherein said at least one characteristic of the viewer is based on the content of the <u>programming</u> stream prior to said interval.

7. (original) The method of claim 1 wherein said queues are stored locally at said receiving nodes to which they correspond.

8. (previously presented) The method of claim 2 wherein step (a) includes receiving a plurality of channels of television programming and selecting one of said channels, wherein step (e) includes detecting said avails in said selected channel and wherein step (g) includes inserting said advertisements into said avails in said selected channel.

9. (previously presented) The method of claim 3 further comprising:

    (h) receiving at said receiving node instructions dictating how to order said ARLs in said queue,

    wherein step (c) includes ordering said queue in accordance with said instructions.

10. (previously presented) The method of claim 1 wherein step (b) includes storing said advertisements at said receiving node.

11. (canceled)

12. (previously presented) The method of claim 1 wherein step (d) includes selling the locations in said queues to advertisers.

13. (previously presented) The method of claim 1 wherein step (d) includes selling the locations in said queues based at least partially on a repetition rate within said queue of said sold locations.

14. (original) The method of claim 13 wherein said repetition rate is non-linear.

15. (previously presented) The method of claim 1 further comprising:

(h) recording a portion of said stream for subsequent playback.

16. (previously presented) The method of claim 15 wherein step (g) includes inserting said advertisements into said stream as the stream is being recorded.

17. (previously presented) The method of claim 15 wherein step (g) includes inserting said advertisements into said stream when the stream is played back.

18. (previously presented) The method of claim 15 wherein step (g) includes inserting said advertisements into said stream between the time the stream is recorded and the time the stream is played back.

19-59. (canceled)

60. (currently amended) A method of inserting ~~unscheduled~~ advertisements into a ~~television~~ programming stream in a communications network, the method comprising:

(a) transmitting said programming stream from a central location to ~~a subscriber nodе~~one or more receiving nodes;

(b) storing one or more queues at a node of the network, each queue associated with ~~the subscriber~~one or more subscribers, each of the queues comprising an ordered list of ~~unscheduled~~ advertisements, each advertisement being previously matched to one or more of the subscribers;

(c) selling locations in the queues;

(d) detecting one or more intervals in said programming stream within which advertisements may be inserted; and

(e) inserting ~~unscheduled~~ advertisements from the queues into said programming stream within said detected one or more intervals, the advertisements being inserted in accordance with the ordered list, wherein the order of the advertisements in said ordered list is independent of the timing of the detected intervals.

61. (canceled)

62. (currently amended) The method of claim 60 wherein the ~~unscheduled~~ advertisements in the queues are independent of the substance of the programming stream.

63. (previously presented) The method of claim 60 wherein each of the one or more queues is associated with a channel in the programming stream.

64. (currently amended) The method of claim 60 wherein step (a) includes transmitting a plurality of channels within the programming stream and selecting one of said channels, and wherein step (e) includes inserting the ~~unscheduled~~ advertisements from a queue associated with the selected channel into the detected intervals in the selected channel.

65. (previously presented) The method of claim 60 wherein the queues are stored at the subscriber node.

66. (previously presented) The method of claim 60 wherein the locations in are queues sold to advertisers.

67. (previously presented) The method of claim 60 wherein the locations in the queues are sold based at least partially on a repetition rate within the queue of the sold locations.

68. (previously presented) The method of claim 67 wherein the repetition rate is non-linear.

69. (previously presented) The method of claim 60 further comprising:

(f) recording a portion of said programming stream for subsequent playback.

70. (currently amended) The method of claim 69 wherein the ~~unscheduled~~ advertisements are inserted into said programming stream as the stream is being recorded.

71. (currently amended) The method of claim 69 wherein the ~~unscheduled~~ advertisements are inserted into said programming stream when the stream is played back.

72. (currently amended) The method of claim 69 wherein the ~~unscheduled~~ advertisements are inserted into said programming stream between the time the stream is recorded and the time the stream is played back.

73. (new) The method of claim 1 wherein the retrieved ARL is not dependent on a selection of a corresponding advertisement.

74. (new) The method of claim 1 wherein the ARLs are not linked to the determined interval until the ARL is retrieved from the queue.

75. (new) The method of claim 1 wherein the order of the ARLs in the ordered list is independent of the substance of the advertisements corresponding to the ARLs in the queue.

76. (new) The method of claim 60 wherein the inserted advertisement is not dependent on a selection of that advertisement.

77. (new) The method of claim 60 wherein the advertisements are not linked to the detected one or more intervals until the advertisement is inserted into the detected intervals.

78. (new) The method of claim 60 wherein the order of the advertisements in the ordered list is independent of the substance of the advertisements in the queue.

79. (new) A method of inserting advertisements into a programming stream in a communications network, the method comprising:

     (a) transmitting said programming stream from a central location to one or more receiving nodes;

     (b) storing said programming stream at the one or more receiving nodes;

     (c) storing one or more queues at a node of the network, each queue associated with one or more subscribers, each of the queues comprising an ordered list of advertisements, each advertisement being previously matched to one or more of the subscribers;

     (d) selling locations in the queues;

     (e) retrieving the stored programming stream from the one or more receiving nodes to create a retrieved programming stream;

(f) detecting one or more intervals in said retrieved programming stream within which advertisements may be inserted; and

(g) inserting advertisements from the queues into said retrieved programming stream within said detected one or more intervals, the advertisements being inserted in accordance with the ordered list, wherein the order of the advertisements in said ordered list is independent of the timing of the detected intervals.

80. (new) The method of claim 79 wherein the advertisements in the queues are independent of the substance of the programming stream.

81. (new) The method of claim 79 wherein each of the one or more queues is associated with a channel in the programming stream.

82. (new) The method of claim 79 wherein step (a) includes transmitting a plurality of channels within the programming stream and selecting one of said channels, and wherein step (g) includes inserting the advertisements from a queue associated with the selected channel into the detected intervals in the selected channel.

83. (new) The method of claim 79 wherein the queues are stored at the subscriber node.

84. (new) The method of claim 79 wherein the locations in are queues sold to advertisers.

85. (new) The method of claim 79 wherein the locations in the queues are sold based at least partially on a repetition rate within the queue of the sold locations.

86. (new) The method of claim 85 wherein the repetition rate is non-linear.

87. (new) The method of claim 79 further comprising:

   (h) recording a portion of said programming stream for subsequent playback.

88. (new) The method of claim 87 wherein the advertisements are inserted into said programming stream as the stream is being recorded.

89. (new) The method of claim 87 wherein the advertisements are inserted into said programming stream when the stream is played back.

90. (new) The method of claim 87 wherein the advertisements are inserted into said programming stream between the time the stream is recorded and the time the stream is played back.

91. (new) The method of claim 79 wherein the inserted advertisement is not dependent on a selection of that advertisement.

92. (new) The method of claim 79 wherein the advertisements are not linked to the detected one or more intervals until the advertisement is inserted into the detected intervals.

93. (new) The method of claim 79 wherein the order of the advertisements in the ordered list is independent of the substance of the advertisements in the queue.